

Thien Hong Nguyen

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TOOLS & SKILLS PROFICIENCY

- Programming languages: Python, R, SQL, NoSQL
- Statistical analysis: MS Excel, SPSS, G*Power, Pandas, Numpy
- Data reporting & visualization: Tableau, Power BI, Looker Studio
- Cloud & database management: AWS RDS, Google BigQuery, MySQL, PostgreSQL, MongoDB, Neo4j

EDUCATION

University of British Columbia, Sauder School of Business
Master of Business Analytics (MBAN)

September 2022 – September 2023
Vancouver, BC

George Washington University, Elliott School of International Affairs
Bachelor of Arts in International Affairs | Concentration: International Economics
Minor in Business Administration

August 2016 – May 2021
Washington, DC

CAREER HIGHLIGHTS

Data Science Researcher Intern

New/Mode

May 2023 – August 2023
Vancouver, BC

- Implemented a "social impact score" machine learning feature to enhance the company's competitive edge, enabling users to predict and evaluate email campaign effectiveness.
- Conducted statistical analysis and stakeholder interviews, employing various data manipulation techniques resulting in models achieving over 80% accuracy post-data preprocessing.
- Improved user experience by offering detailed score breakdowns and performance-enhancing recommendations. Delivered the final product as a containerized REST API.
- Maintained comprehensive records of analytical procedures and technical documentation on the project's Confluence page and GitHub repository.

Business Development & Partnership Lead

Asia Deal Hub

March 2021 – August 2022
Ho Chi Minh City, Vietnam

- Supported the delivery of 9 B2B supply chain projects. Elicited business needs from clients to generate technical requirement documents. Identified and approached candidate business to facilitate and secure deals accordingly.
- Spearheaded the company's growth by establishing 6 key partnerships with trade and industrial associations. Ensured access to quality members data and more than 500 potential business leads.
- Utilized a variety of sales intelligence and marketing automation tools to manage lead generation. Enhanced analytics capabilities by developing a web scraper to collect and transform data into reports and acquisition plans.

Project Researcher & Analyst

YCP Solidiance

January 2021 – March 2021
Ho Chi Minh City, Vietnam

- Supported a consulting project on omnichannel marketing strategies for home appliances by interviewing consumers and stakeholders, establishing a customer journey, assessing the performance of top market players.
- Authored the Ho Chi Minh City section for the "Top E-Commerce Cities in Asia" white paper with news, insights and reports on the benefits, barriers, risks, and opportunities of investing into the city's e-commerce market.

SAMPLE PROJECT

Education Tech Services Customer Analysis (R)

- Analyzed data of 3 customer tiers of an ed-tech services provider to project survival and hazard rates 12 months into the future for each tier.
- Developed a logistic regression model to predict churn for customers based on recent activities, contract durations, and renewal policies.

Google Cloud Hackathon (BigQuery SQL)

- Applied geospatial programming to assign zip codes and location information to a dataset of 10,000+ vehicle collisions in New York City. Performed regex parsing to clean the input data for vehicle types and contributing factors.
- Built an interactive and synchronized dashboard to visualize the trend and pattern of accidents as well as drill down to individual hotspots, intersections, or periods. Presented findings and policy recommendations to an audience of technical and business experts.